ADV 318J
Intro to ADV and Integrated Brand Communication
* Grade of a B or better required to move forward in ADV
* May only take this course twice
* Must be taken at UT

ADV 325
Intro to Creative Advertising
Prerequisite: ADV 318J with a grade of at least B.

ADV 353
Law and Ethics for ADV and P R
Prerequisite: ADV 318J with a grade of at least B.

ADV 309R
Intro to ADV and P R Research
* Must be take at UT
Grade of C- or better is required before enrolling in ADV 344K and ADV 345J

ADV 318J
Intro to ADV and Integrated Brand Communication

ADV 344K
Advertising Research
Prerequisite: Upper-division standing (60 hours of course credit); ADV 318J with a grade of at least B; and ADV 309R with a grade of at least C-

ADV 345J
Advertising Media Planning
Prerequisite: Upper-division standing (60 hours of course credit); ADV 318J with a grade of at least B; and ADV 309R with a grade of at least C-

ADV 370J
Integrated Communications Management
Prerequisite: ADV 344K, ADV 345J, and MKT 320F with a grade of at least C- in each.

12 ADV elective hours (9 hours must be upper-division).
39 total ADV hours.
24 ADV upper-division hours.
ADV 303, 304, 305 and 316 do not count towards the required 39 hours.